

ABSTRACT

The present invention concerns a system and method for initially
 5 determining a profile for a consumer, and thereafter validating or invalidating the
 initial profile, and continuously updating the same. As such, the consumption
 profile serving at any one time as the 'governing' consumer consumption profile, is
 considered to be the most up-to-date and representative consumption profile of
 that customer and thus the most representative of the "true" consumption profile of
 10 that customer at that point in time. Consequently, upon having validated the
 customer's consumption profile as the most up-to-date and representative
 consumption profile of that customer, this same profile is to be deemed as the
 "true" consumption profile of that customer, and is subsequently to be referenced
 as the consumer's current benchmark "true" consumption profile, up until the point
 15 a new governing profile is warranted and established. The differences between
 the initial profile and the actual behaviour of the customer are identified in order to
 create a log of consistencies and inconsistencies, which serve to establish the new
 governing profile. The system serves to provide better products and services to a
 customer.

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